Deliverable I

**System Request & Feasibility**

**Gym Modernization**

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Alek Babeki

Daniel Cunningham

Jay Early  
Tom Irwin  
Akram Khan

Pratik (PK) Padhiyar

Project Name: Gym Modernization and Expansion   
Project Sponsor: Rex Kwon, Marketing Director

Department: Marketing  
Organization: Rock Creek Sports Club   
Phone:​ +1(555)-867-5309

E-mail: RexKwonDoes@RockCreeksportsClub.com  
   
**Business Need:**  
 Rock Creek Sports Club needs to replace their aging existing system. The system will create an array of instances containing member information to be stored on a database in the cloud. Also, there will be user integrated features for personal trainer to have live chat sessions with their clients for members to have their own individual member page online where they can manage their preferences and resources. Therefore a CRM which will comprise all of this together. Lastly, we will need a way of planning our and analyzing our resources They need a system that:

* Membership management to Allows quicker check-ins
* Will add online account functionality
* Enriched CRM to allow online payments
* Moves main functionality to cloud-based servers
* Increases customer engagement options
* Cloud servers add scalability
* Maintains proper data backup practices
* Personalized Member Self Service portal
* ERP for future expansions and enhanced SWOT analysis

**Business Requirements:**

This system will allow our members to interact via their own self service profile instance which allows them to schedule/view/cancel training sessions, interact with other members and pay their monthly membership costs. Employees will be given access to the system where they can set their schedule preferences and to access emails and interact with other employees and member clients they have via IM. Also, we need to be able to perform bookkeeping and billing electronically whereas we are currently using a paper check method.

* User profiles
* Online payment connectivity to an established Third-party payment platform
* Cloud-based web servers that can handle peaks of 10,000 simultaneous users but scales from handling around 5,000 simultaneous users
* Cloud-based database servers allow remote access without opening up Rock Creek’s backup-hosting network
* Onsite backups via Network-Attached-Storage with parity striping for reliability
* Identification card infrastructure (Scanners, ID card printing services)

**Expected Value:**  
We anticipate that this system will increase sales and membership retention, moreover provide a competitive advantage in locking in our customer with state of the art personalization and automation for members. By affording our members these benefits, we can forecast the following sales:

* Tangible:
  + $147,320 in sales from membership
  + $87,300 in sales from varying personal training sessions.
  + $115,741 in sales from the online apparel sales
* Intangible:
  + 24/7 customer support, resources readily available online.
  + Online statistics tracking via user accounts increases engagement
  + Modernized image
  + Faster check-ins
  + Third-Party payments reduce Rock Creek Sports Club liability and allow more payment options
  + Accounts, backups, scalable servers, online payments and other changes lay the groundwork for future expansion

Special Issues or Constraints:

* The system is vital for our member retention in this growing competitive market. To maintain and grow our business with a decent competitive advantage, it’s necessary that the system be implemented as quickly as possible with our end users (staff) in the loop and part of the test cases. We feel it is imperative they are familiar and comfortable with the system throughout each phase of its development.   
  (*will revise later*)

**Technical Feasibility: Can We Build It?**

* Familiarity with Application
* Potential lack of familiarity with cloud platforms, backups, online payments systems, and programming are mitigated by handling system handshakes behind the scenes of the application.
* Users (Gym Staff) will interact with the system via gui-based desktop application.
* Familiarity with Technology
* System will use cloud based CRM which the technical team is familiar with.
* Familiarity with microsoft access is helpful but not required by our staff.
* End users need a basic understanding of how to log into a system and follow onscreen prompts.
* Users only need to be able to navigate menus with a mouse and do basic data entry with a keyboard.
* Project Size
* Size expected to require a team of 6

**Economic Feasibility: Should We Build It?**

* Development Costs
* Card Scanners
* Pay for Software developers
* $250 - Scannable cards
* Database storage and development in mySQL.
* Data warehousing storage solution.
* Annual Operating Costs
* $1320 - Electricity to run scanners
* $230 - Scanner maintenance
* $750 - Updating, upgrading and patching software
* $550 - Scannable cards
* Annual Benefits (Cost Savings and Revenues)
* $8,600 - Increased Revenues
* $2,600 - external Audit savings
* Prevents people from using gym without paying for it.
* Shows when to schedule more or less employees.
* Helps determine when to open and close the gym for optimum profit.
* Gathered statistics can show what areas and demographics are most profitable.
* Intangible Costs and Benefits

**Organizational Feasibility: If We Build It, Will They Come?**

* Project Champion(s)
* Senior Management
* System is easy for management to maintain
* The data is tangible at moments notice
* Storage for records move away from physical copies
* Gathering data from multiple locations for review simplified
* Users
* Trainers and sales staff will have a way of easily communicating with clients
* Users will flock to the system
* Card system will make it easy to scan in and out
* Will be able to see the hours the gym is busy
* Other Stakeholders
* Successful implementation will match benefits of other gyms
* Can lock in our client base with features competitors do not offer
* Investors will be influenced by technique
* Will appeal to form alliances (Recreational Sites, Apparel manufacturers etc) thus giving us a more competitive advantage for our members.

Agile Methodology

* Uses of XP (extreme programming) Techniques
* Significant End-user centered involvement
* Requirements are subject to minor changes as the business is willing to welcome new ideas throughout the development
* Will encompass some of the iterative techniques for user change and modification.

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| **Business Requirements:**  This system will allow our members to interact via their own self service profile instance which allows them to schedule/view/cancel training sessions, interact with other members and pay their monthly membership costs. Employees will be given access to the system where they can set their schedule preferences and to access emails and interact with other employees and member clients they have via IM. Also, we need to be able to perform bookkeeping and billing electronically whereas we are currently using a paper check method.   * User profiles * Online payment connectivity to an established Third-party payment platform * Cloud-based web servers that can handle peaks of 10,000 simultaneous users but scales from handling around 5,000 simultaneous users * Cloud-based database servers allow remote access without opening up Rock Creek’s backup-hosting network * Onsite backups via Network-Attached-Storage with parity striping for reliability * Identification card infrastructure (Scanners, ID card printing services) |
| **Expected Business Value** |
| **Tangible:**   * + $147,320 in sales from membership   + $87,300 in sales from varying personal training sessions.   + $115,741 in sales from the online apparel sales   + Accounts, backups, scalable servers, online payments and other changes lay the groundwork for future expansion |
| **Intangible:**   * + 24/7 customer support, resources readily available online.   + Online statistics tracking via user accounts increases engagement   + Modernized image   + Faster check-ins   + Third-Party payments reduce Rock Creek Sports Club liability and allow more payment options |
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